Addressing The Political Warfare Challenge

The Requirement to Transform to Meet the New Threat

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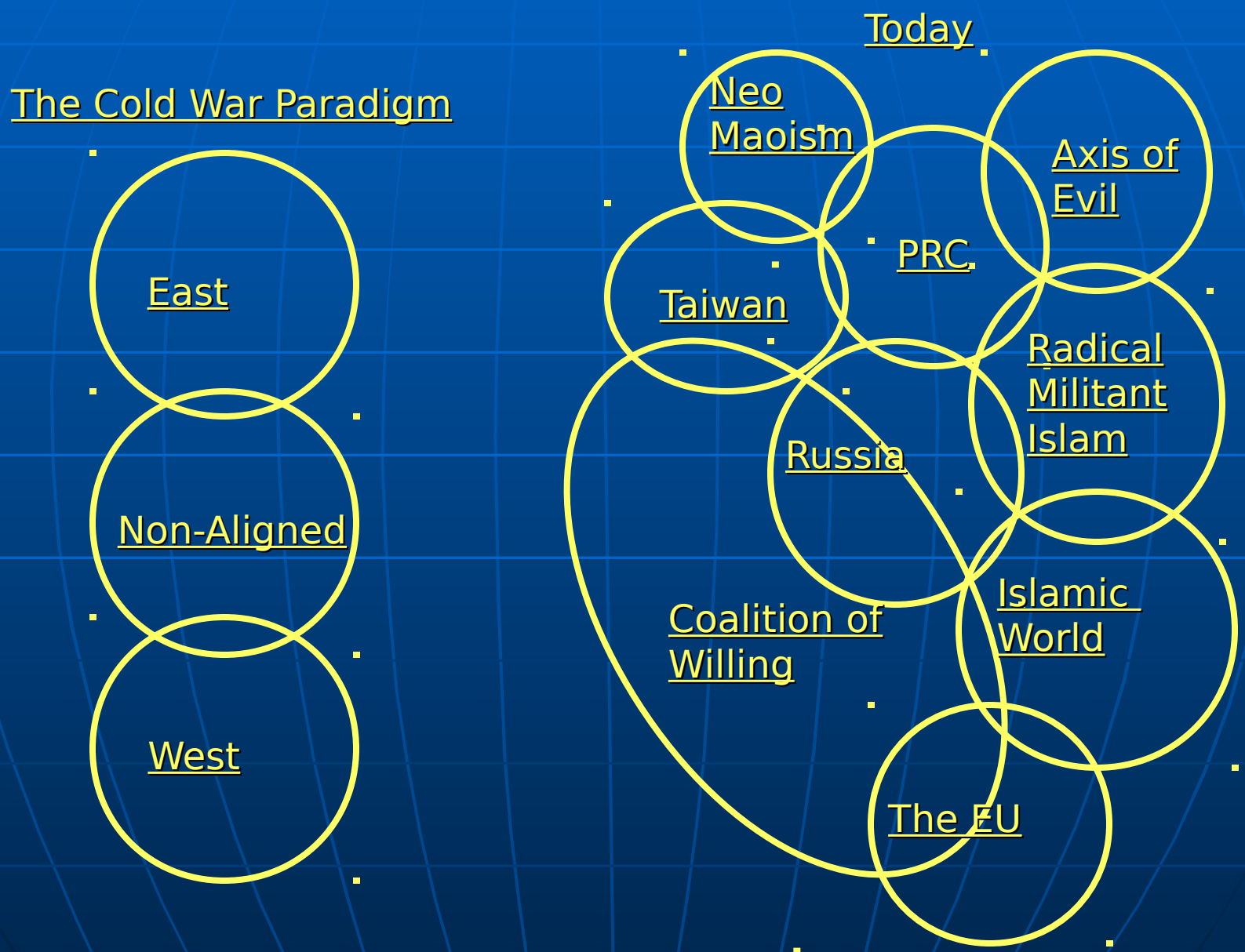
The Global Environment



New World Order

- New Blocs forming along PIME
  - Political
  - Information/Culture
  - Military
  - Economic
- New versus Old Europe
- Emergence of Islamic World
- Opponents of Globalism

Global Demographics

- Over 50% of the population of the emerging world is under 20 years of age
  - Includes all of Islamic World
  - Is in contrast to the developed world which is experiencing aging population
- Emerging world does not remember Cold War and has no sense of debt to US
- Communist era propaganda is alive and well

Affordable Mass Niche Communications

- Advent of affordable mass niche communications has changed how we communicate
  - Internet
  - Cellular Technology
  - Satellite Broadcast
- Emerging world never invested in landlines, literacy or modern ethical journalism
  - Use the new technology differently than west does
  - Rumint is truth in emerging world
  - Emerging world is more proficient in use of technology

The Challenge

- “There is nothing new under the sun.” Ecclesiastes
- Because the threat can not compete militarily or economically, the threat has instead focused on Political and Information Warfare
- Threat is following established historical pattern of an insurgency (e.g. Maoist Revolutionary Doctrine)

Maoist Revolutionary Doctrine

- Phase I Create Ideology/ Build Revolutionary Core
- Phase II Use Terrorist Tactics to destabilize the environment and polarize the debate
- Phase III Conduct insurgency warfare and establish shadow governance structures
- Phase IV Engage in open conventional warfare
- Phase V Consolidate victory and expand the revolution

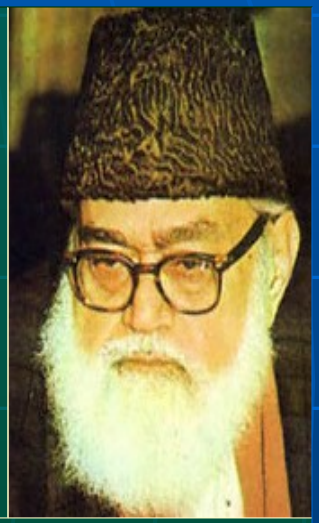
Insurgency Pyramid

Ideology is the cornerstone of threat activity. Until the ideology is discredited, the threat will continue to regenerate. The ideology will not burn itself out and requires active measures to be discredited.

The Current Threat: Radical Militant Islamic

"Islam wants the whole Earth and does not content itself with only a part of it. It wants and requires the entire inhabited world….

It will spare no effort to achieve this supreme objective.



This far-reaching struggle that continuously exhausts all forces, and this employment of all possible means are called: Jihad."

Abul A'la Mawdudi, 1954

Jihad is a critical component of the Radical Islamic ideology

The Islamic World

School of Arts & Sciences, University of Pennsylvania

The Making of A Militant

From cradle to grave

"And always remind him that we must become strong so that we can defeat the enemies of Allah."

Muslim Character, Courage and the child

"I sensed a warm feeling engulfing my being; it's as if my heart beat was saying: Allah, please make me a martyr."

Reem Riyyashi, female suicide bomber. Jan. 2004

"The time has come to kill Americans in their homeland."

Ahmad al-Nazhaoui al-Ghamedi. 9/11 hijacker.

Perception of Victory

Islam takes no half-measures in dealing with Jahiliyya .... It is either Islam or Jahiliyya. Islam does not accept or agree to a condition which is half-Islam and half-Jahiliyya.

Islam's position [on this matter] is clear: God's uniqueness is absolute, and anything outside this God is perdition. There is no room for ambiguity or nuance."

Sayyed Qutb, Milestones: 1964

Victory for Militant Radical Islam is when infidel regimes in Muslim countries are overthrown and replaced by a Caliphate that will implement Shari'a.

Primary source material

Militant Radical Islamic Groups

Al-Qaeda	Saudi Arabia
Al-Takfir wa Al-Hijra	Egypt
Lashkar-e-Jhangvi	Pakistan
Islamic Jihad	Egypt and Palestine
Salafist Group for Call and Combat	Algeria
Asbat Al-Ansar	Lebanon
The Young Believers	Yemen
Abu-Sayyaf Group	Philippines
Islamic Movement of Uzbekistan	Central Asia
Jaysh Al-Mahdi	Iraq

Other Emerging Competitor Blocs

- Neo Maoism (P,I,M,E)
- Neo Liberalism (P,I,E)
- Axis of Evil (P,M)

How Did the USG Become Vulnerable

- 40 years of ossification followed by sudden change
- Cold War Policy/ Organization NSC-47
  - P- Containment/ The United Nations
  - I- “Freeworld”/ USIA
  - M- Mutual Defense Treaties/ NATO, SEATO, etc
  - E- “Free Trade”/ Marshall Plan, IMF, World Bank
- Current Policy/ Organization is lacking

The Threat has Information Supremacy

- USIA dismantled and no successor agency formed
- PSYOP underfunded and discredited for past 10 years
- Strategic Communication is marginalized within Government
  - DoS
  - DoD
  - NSC

The Challenge Summarized

- The threat has a 2 to 3 year lead on the USG
- No USG Information Policy exists
- No USG advocate organization
- Little resident capability remains from Cold War
- Threat is not going away and leaving Iraq will not end threat

Lanes in the Road

- Public Affairs, Psychological Operations and Public Diplomacy are related for distinct capabilities
- Synchronization of Effort will occur at senior levels of responsibility
- Policy makers will make policy, planners plan and operators execute

Future Trends

- Execution requires application of time honored tactics
- IO is a service capability / not a special capability
- USG will designate a proponent organization
- Transformation is ongoing

Process

- Focus Group Research
- Develop Objectives, Strategy, Themes/ Programs and Metrics
- Produce Products, Build Conduits and Market Test
- Execute Campaign
- Adjust Themes as required based on metrics

Transformation

- Mission/ Policy
- Technology
- Organization
- Personnel/Training

Challenges

- Target Audience Analysis
- Dissemination
- Metrics